



Press release
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Bublar Group enters licence deal for 3D and Augmented Reality (AR) with world leading gaming brand, MSI Ltd.

Bublar's subsidiary Sayduck enters into a licence agreement with Micro Star International Ltd (MSI) – world leader in high-end electronics for the gaming sector. The deal includes creation of gaming hardware in 3D to be viewed in web 3D and AR for distribution to e-retailers in the US, Europe, Japan and Australia.

Sayduck's platform for 3D and Augmented Reality give the possibility to showcase all the details of the products in a most realistic way.

"The natural choice was to partner with Sayduck to utilise the latest technology in creating the best user experience to showcase our products, which we believe extends our business opportunities even more. One example is desktop [MEG Aegis Ti5](#). We have a customer-centric mindset which steers the direction of our development of our cutting-edge product line'," says Ed Tsai, Channel Marketing Manager at MSI Ltd.

MSI, headquartered in Taiwan, has decade-long pioneering tech in gaming and a wide-ranging global presence spanning over 120 countries.

"The collaboration with MSI is fully in line with our strategy to create value by combining 3D and AR on the web through a scalable approach. The gaming vertical is experiencing rapid growth and we're happy to support our customers in this area as well," says Niklas Slotte, Managing Director Sayduck.

Sayduck's strategy is to help product manufacturers and e-commerce companies to showcase and present their products in more immersive ways. The Sayduck Platform allows companies to create unique web 3D and AR experiences for their customers – driving product engagement and inspiring customer confidence.

"I am incredibly thrilled that MSI has chosen to partner with us and use Sayduck Platform for 3D and AR for their products. Adding to MSI's unanimous acclaim in the gaming field they have a reputation as a trailblazer and top brand in the digital industry," says Oscar Nyquist, Sales Director Sayduck.

About MSI

MSI is a world leader in gaming, content creation, and AIoT solutions. Bolstered by its cutting-edge R&D capabilities and customer-driven innovation, MSI has a wide-ranging global presence spanning over 120 countries. Its comprehensive line up of laptops, graphics cards, monitors, motherboards, desktops, peripherals, servers, IPCs, robotic appliances, and vehicle infotainment and telematics systems are globally acclaimed. Committed to advancing user experiences through the finest product quality, intuitive user interface, and design aesthetics, MSI is a leading brand that shapes the future of technology. <https://www.msi.com>.

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Bublar Group

Bublar Group AB (publ) is the Nordic region's leading listed company specializing in visualization and XR technology. The company develops products and solutions based on advanced technology; Augmented Reality (AR), Virtual Reality (VR), VFX production, Cinematics, Performance capture & scanning, Digital Humans and Real Time animation.

The Group has world-leading companies as customers in TV, film, streaming, games, manufacturing industries and e-commerce. The company comprises the subsidiaries Goodbye Kansas (incl. Infinite Entertainment), Vobling, Sayduck, Virtual Brains (incl. Plotagon). Bublar is headquartered in Stockholm and has offices in London, Helsinki, Vilnius, Hamburg, Belgrade, Los Angeles and Manila. The company is listed on the Nasdaq First North Growth Market.

In essence, Bublar Group will change the game. We change how we Work, Shop, and Play.

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